TWO TWELVE

City & County of Honolulu
Department of Planning and Permitting

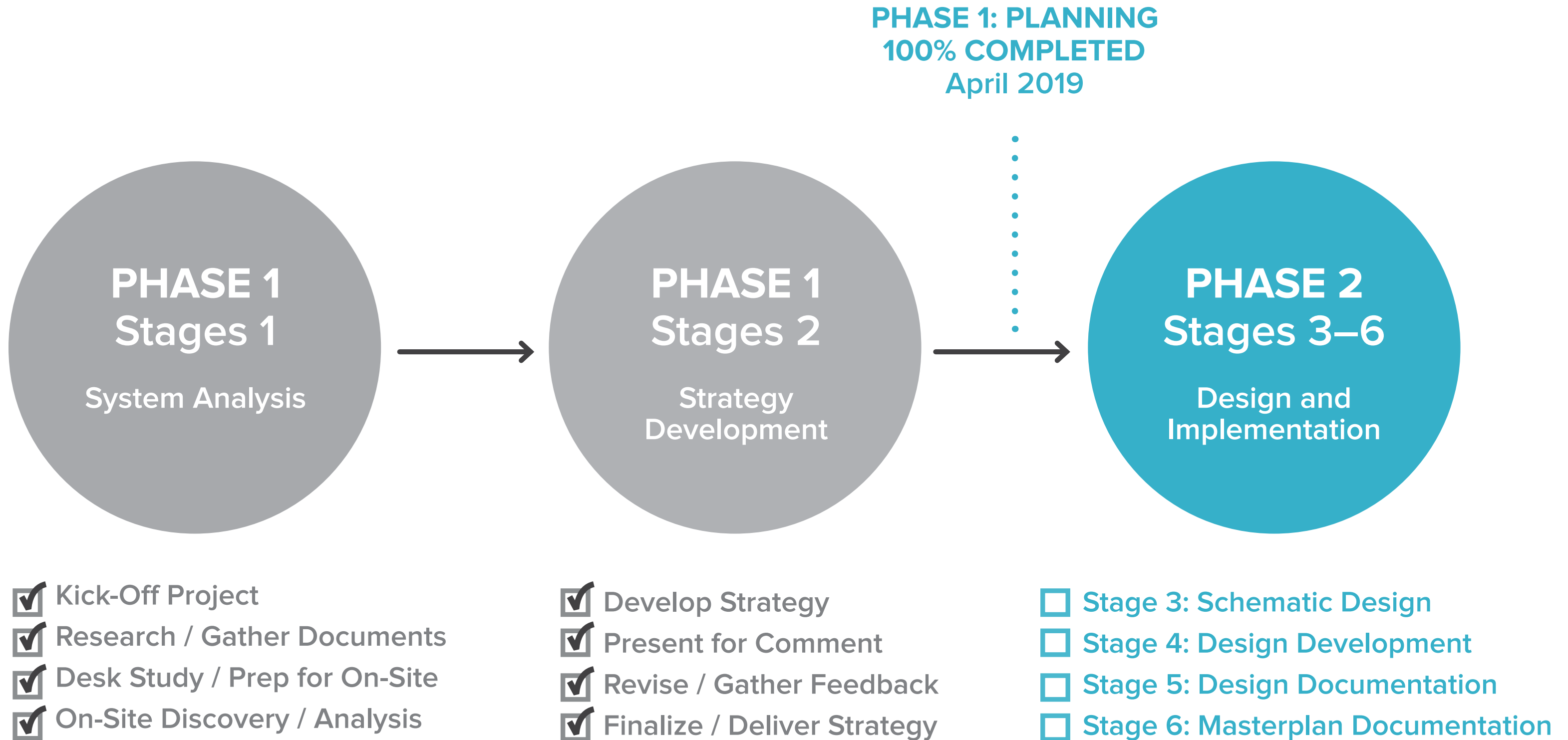# TOD Wayfinding Master Plan Phase 2: Implementation

October 2019
Council Transportation Committee Briefing

Our Vision for TOD Wayfinding

1. Advocate for a safe, trustworthy, and enjoyable pedestrian experience.

2. Encourage and welcome ridership by providing consistent information for seamless multi-modal mobility.

3. Encourage exploration, discovery, and repeat visitation by providing trustworthy information.

We'll do this by deploying a unified system of static and digital wayfinding support across all TOD neighborhoods.

PROCESS OVERVIEW

**PHASE 1: PLANNING
100% COMPLETED
April 2019**

**PHASE 1
Stages 1**

System Analysis

**PHASE 1
Stages 2**

**Strategy
Development**

**PHASE 2
Stages 3–6**

**Design and
Implementation**

☑ Kick-Off Project
☑ Research / Gather Documents
☑ Desk Study / Prep for On-Site
☑ On-Site Discovery / Analysis

☑ Develop Strategy
☑ Present for Comment
☑ Revise / Gather Feedback
☑ Finalize / Deliver Strategy

☐ Stage 3: Schematic Design
☐ Stage 4: Design Development
☐ Stage 5: Design Documentation
☐ Stage 6: Masterplan Documentation

PHASE 1 PLANNING: RESULTS

TOD WAYFINDING TOOLKIT

A range of tools provides the flexibility to serve various users' simultaneous needs, allowing access to the system where, when, and how they deem fit.

Implementing each in a prescribed and coordinated manner will ensure that people feel supported at each step in their journey and make navigation feel effortless.

Examples of pedestrian wayfinding signs in various forms. (left) Dublin, Ireland. (center) Honolulu's Chinatown. (right) Alexandria, Virgina

(left) TransitScreen App provides real-time information about all mobility options at a given location. (right) New York City's neighborhood map kiosks at bus stops include real-time bus arrival information.
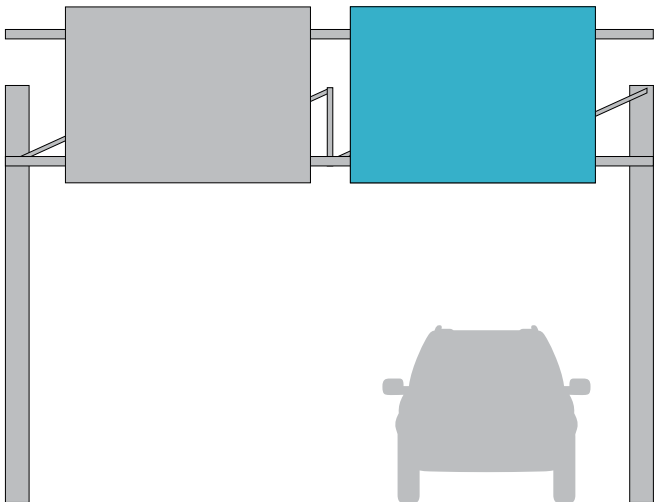
PHASE 1 PLANNING: RESULTS

TOD WAYFINDING TOOLKIT

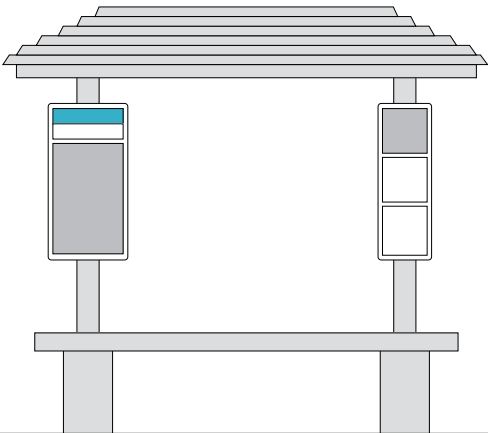**1. Vehicular Direction Signs:** Limited to stations with Park & Ride / Kiss & Ride facilities
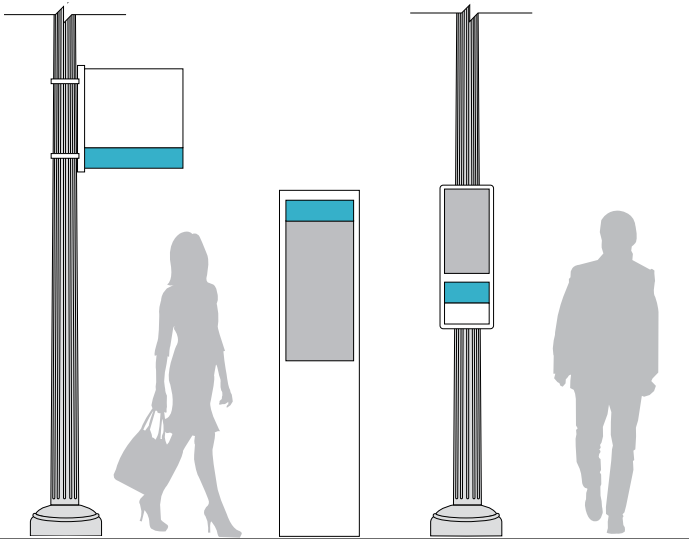
Trailblazer Signage   **Highway Exit Signs**

2. Information Hubs: Arrival Orientation, Transit Connections, Neighborhood Cultural Context

3. On-Street Navigation: Pedestrian-scaled Directional Signs, Orientation Maps, Neighborhood Cultural Context
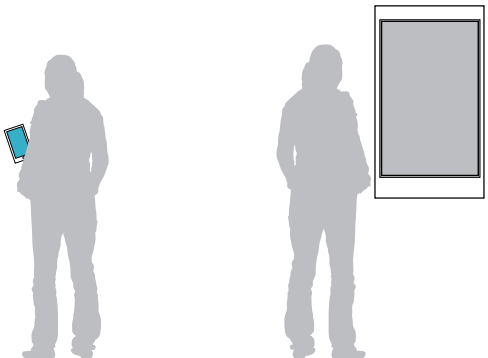
Maps and Directionals at Transit Stations   **On-Street Maps and Directionals**

4. Digital Tools: Pre-trip Planning, Neighborhood Exploration, and support for Connections and Departures

Mobile Applications and Real-Time Information Screens

PHASE 2: FIRST ROLL-OUT PROJECTS

1. Programming and Intent Documentation of the "Information Node"
   sign type and (3) "On-street Navigation" sign types to facilitate
   wayfinding on streets immediately adjacent to station entrances
   for Rail Phase 1

2. Programming and Intent Documentation of the "Vehicular
   Trailblazer Sign Type" at neighborhoods that include
   Park-and-Ride or Kiss-and-Ride

3. Programming and Intent Documentation of up to (3) "On-street
   Navigation" sign types in (5) Rail Phase 1 or Rail Phase 2
   neighborhoods to facilitate destination wayfinding.

PHASE 2: ANTICIPATED SCHEDULE

PHASE 2
Stage 3
Schematic Design

PHASE 2
Stage 4
Design Development

PHASE 2
Stage 5
Design Documentation

PHASE 2
Stage 6
Master Plan Documentation

3 MONTHS

5 MONTHS

4 MONTHS

1 MONTH

PHASE 2: ANTICIPATED SCHEDULE

PHASE 2
Stage 3

Schematic Design

3 MONTHS

To develop the design vocabulary for the wayfinding sign program.

- Develop Schematic Design options illustrated through select sign types

- Develop the look and feel of neighborhood maps

- Fast Track documentation of vehicular trailblazer sign type

PHASE 2: ANTICIPATED SCHEDULE

**PHASE 2
Stage 4**

Design Development

5 MONTHS

To apply the selected Schematic Design vocabulary to all pedestrian wayfinding sign types.

• Further develop all sign types, nomenclature, and information hierarchy standards

• Review full size mock-ups and materials on-site

• Prepare draft fabrication cost budgets based on estimated quantities

PHASE 2: ANTICIPATED SCHEDULE

**PHASE 2
Stage 5**

Design Documentation

4 MONTHS

To provide design intent documentation and sign location programming of First Roll-out Projects for procurement by the City.

• Prepare Design Intent Documents

• Prepare and site check sign location programming

• Develop neighborhood specific map artwork

• Finalize fabrication cost budgets

• Submit project documentation packages for City's use in procuring fabrication and installation services

PHASE 2: ANTICIPATED SCHEDULE

**PHASE 2
Stage 6**

Master Plan
Documentation

1 MONTH

To finalize and assemble the Master Plan Document, including work completed from Phase 1.

- Assemble Stage 5 Deliverables into a consolidated document with a Table of Contents, Graphic Standards, Design Development level drawings of sign type family, Fabrication Intent drawings of First Roll-out sign types, and sign location Programming for First Roll-out Areas

PRESENTATION APPENDIX
Phase 1 Summary

TOD Wayfinding System Requirements

- Pre-Trip Planning
- Arrival
- Navigation and Exploration
- Departure

WAYFINDING PRINCIPLES

This set of principles provides the framework for the wayfinding system and helps to guide the design of its components and their functions.

A Unified Language of Wayfinding

The content communicated by the TOD wayfinding elements should be consistent so that people have a predictable, seamless and comprehensible experience throughout their journey.

Organized Data and Simplified Sourcing

The system should be built on a foundation of information that is stored and distributed digitally. Individual agencies will utilize content from the same centralized data stream and will use the same graphic standards in creating maps.

Wayfinding is More than Signs

The system will include a cohesive family of wayfinding elements including fixed signage and digital tools.

Information When and Where You Need It

The system must be user-centered so as to provide wayfinding information at key points along the way. Information should be available both while planning a trip and while conducting it.

Increased Awareness of Each Neighborhood's Riches

A broad family of elements provides visitors and residents alike with the confidence to wander and explore.

TOD-Wide Standards, Allowing for Local Identity

The elements of the system must convey a single image of a unified program, yet have the flexibility to respond to varying conditions and scale of each neighborhood.

PRE-TRIP PLANNING

Introducing a new mobile app for transit before opening the rail would ensure current riders are already using and trusting new digital tools.

Include all possible forms of transportation: TheBus, Biki® bikeshare, Lyft, and Uber.

The incorporation of payment is crucial to the app's success.

On-train / in-station information provides support to riders who do not have smart phones.

- Include real-time arrivals for the train and connecting buses as well as walk times and directions to those stations

- Make information easily accessible in one location to encourage existing bus riders to become train riders

- Knowing information will be available at any transfer point makes riders confident in taking multi-modal trips

Example of TransitScreen's CityMotion app, providing real-time information about all mobility options at a given location.

Chicago's Ventra app incorporates mobile fare payment across several modes of transportation, including bikeshare.

Screen outside of a NYC subway system entrance lists service alerts for the rider to prepare for the trip ahead.


This screen in the DC Metro System shows transfer information, but not real-time arrival/departure information.
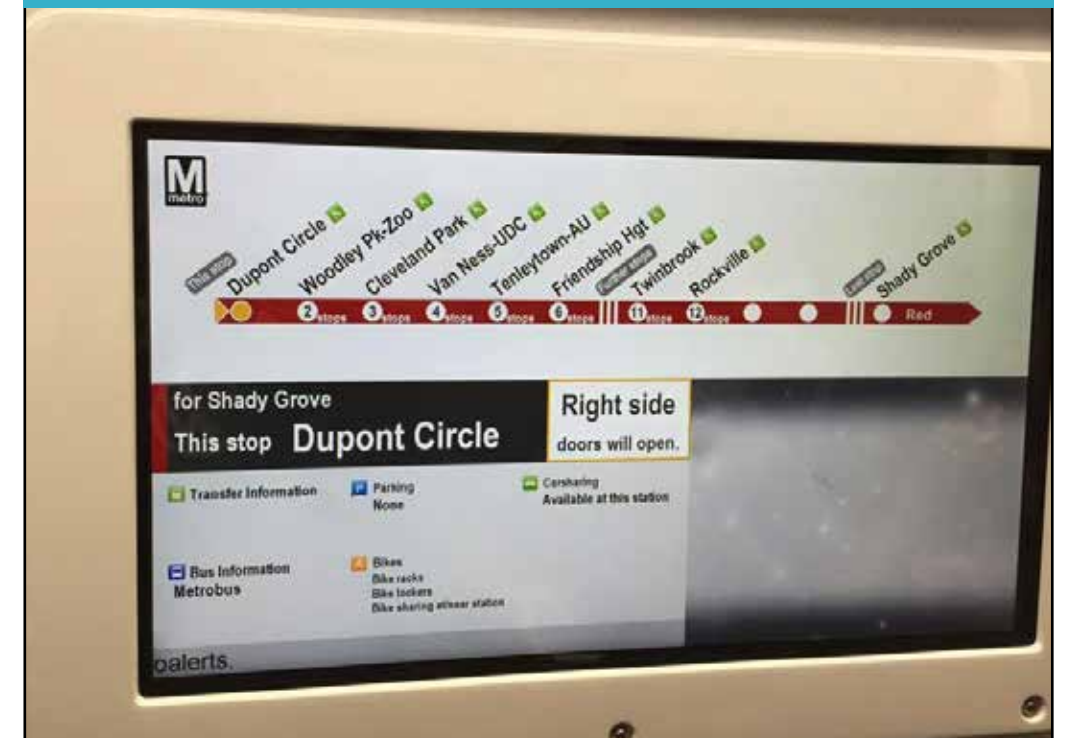
ARRIVAL

Treat the immediate station area as an information hub where orientation to the neighborhood is readily available. High foot traffic and diverse mix of pedestrians provide a captive audience for rail information and neighborhood exploration. Information Hubs can be made up of a single multi-sided sign structure or a series of signs in close proximity to each other.

- Include information about transit connections and neighborhood destinations in both static and digital formats when possible

- Leverage prominent destinations as landmarks for top level navigation

- Consider additional opportunities to celebrate the history and culture of neighborhoods
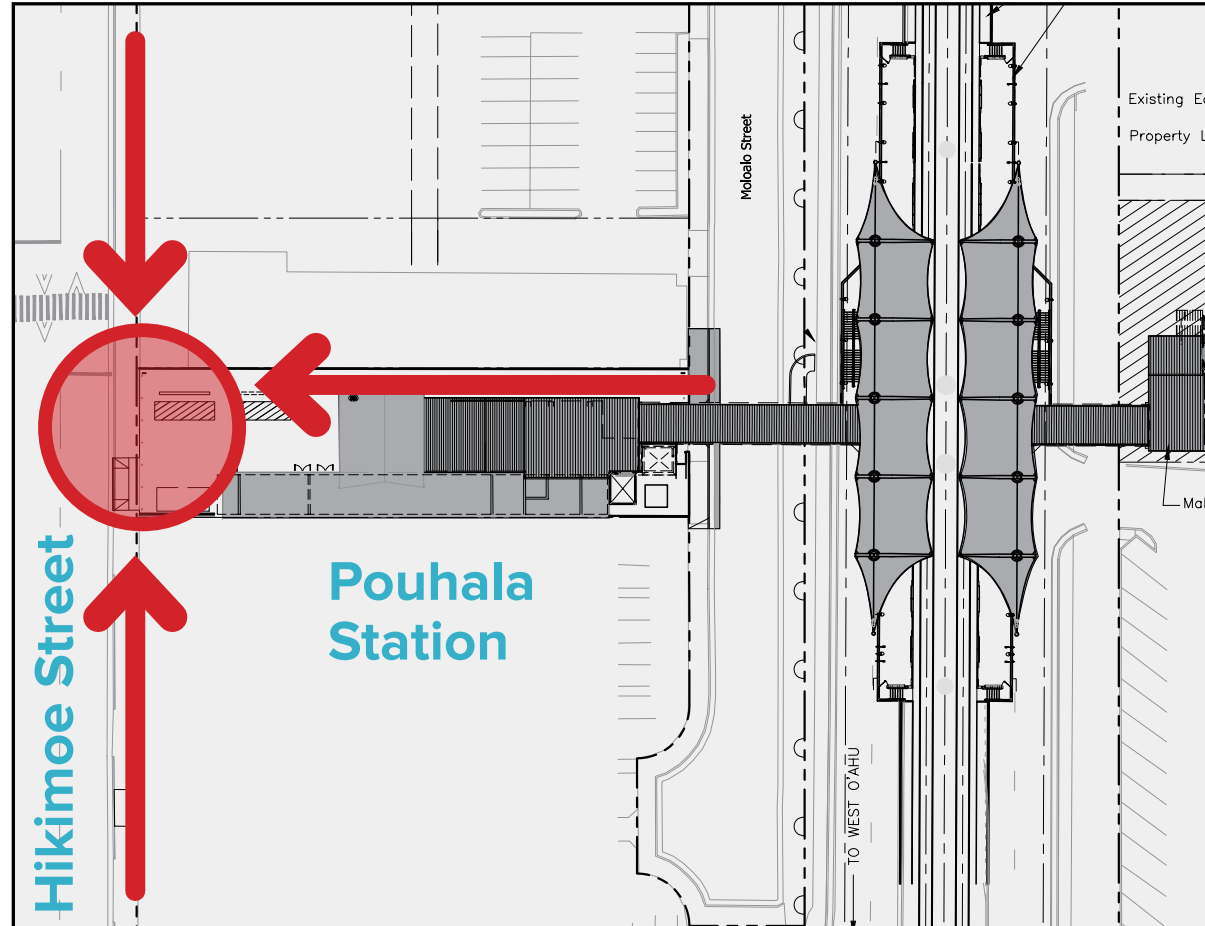
NEIGHBORHOOD MAP: BEST PRACTICES

Navigation

Provide "heads-up" mapping with a "You are Here" indicator.

Define the neighborhood boundary and include a 5-minute walk radius.

Include an overall rail area map for context and connectivity.

Style

A cartographic overhead style is most legible.

Use a defined color palette with a limited range to allow important information to stand out.

Create a consistent label and symbol hierarchy.

Coordination

Make the base map available to transit and neighborhood partners to use for their own content to create consistency and recognition by users.

Dublin, Ireland, has a comprehensive and cohesive pedestrian wayfinding system applied across multiple sign types.

Mapping can have unique style while still maintaining clear, user-friendly information hierarchy.

NYC DOT Map is integrated into Citibike® System Signage.

Neighborhood maps are secondary to transit in this station context, but still available.

NAVIGATION & EXPLORATION

Provide navigation and orientation reinforcement along paths of travel that is appropriately scaled for the setting:

• Utilize existing structures where possible to avoid additional structural requirements in sidewalks and plazas

• Provide understandable visual hierarchy between transit connections and other destinations, always giving priority to transit

• Incorporate additional wayfinding support at locations that can support more robust amounts of information

• Provide a consistent and organized placement of signage so that information availability becomes predictable
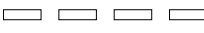
SIGN PLACEMENT
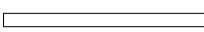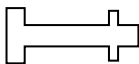
Locate wayfinding signs in a consistent pattern along highly-trafficked corridors so that information availability becomes predictable.
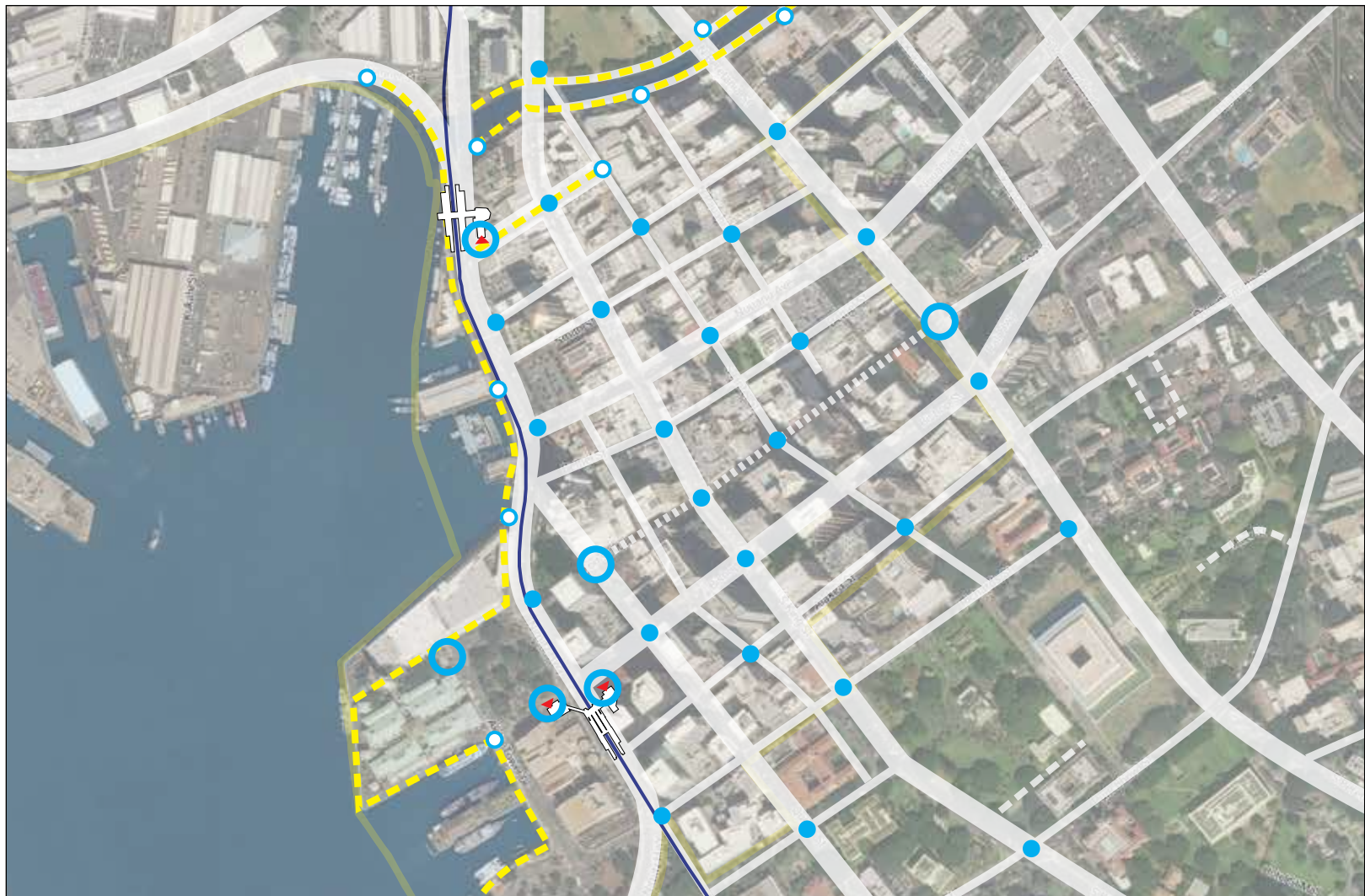
In denser urban areas where pedestrian movements may be more random, locate signs on every mid-block, at both sides of the street.

In suburban neighborhoods, leverage transit locations and existing infrastructure such as covered bus shelters as places that wayfinding information can be predictably found.

|			
Primary Roads	Guideway	◯	Orientation Point
Secondary Roads	Station Footprint	●	Directional Sign (Present)
Auxiliary Roads/Side Roads	Station Entrance	◉	Directional Sign (Future)
New Roads/Future Development			

EXPLORATION: REAL-TIME INFORMATION

Once the user base has been established and people are consistently using the app more options for rider incentives can be explored.

• Share trips on social media, offering a reward for referring friends, or for taking the most sustainable trips

• Opportunity to tie in cultural destinations and historical context via QR codes that can be read by the app and provide information
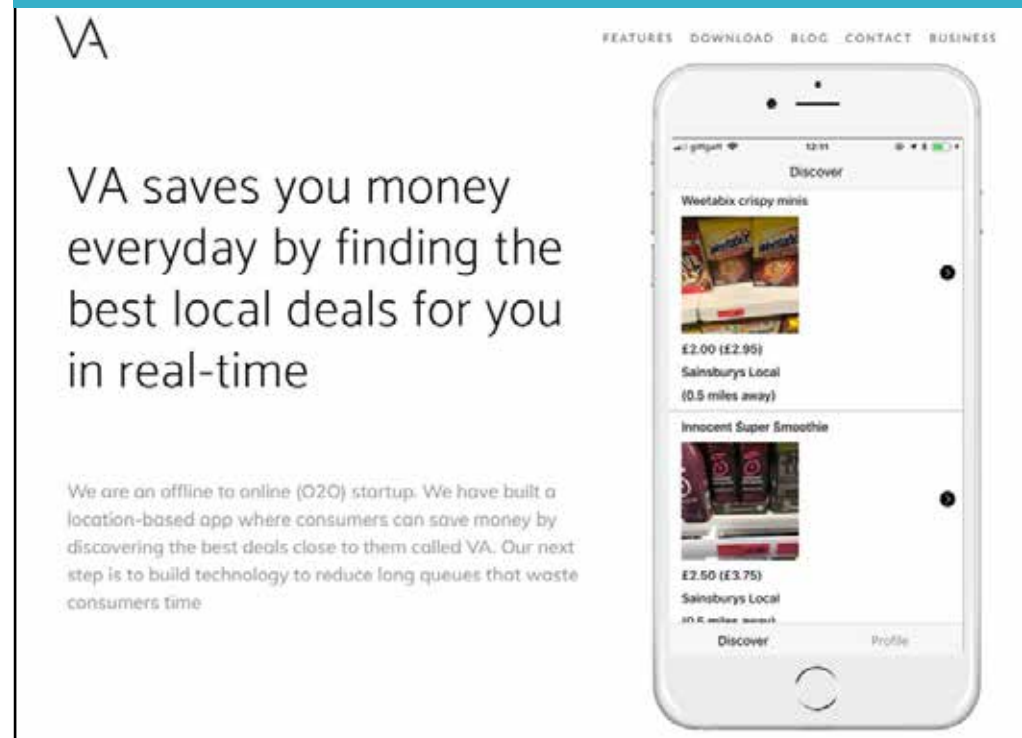
• Include deals from local businesses

The Miles app rewards users for how they travel, no matter which form of transportation they take.
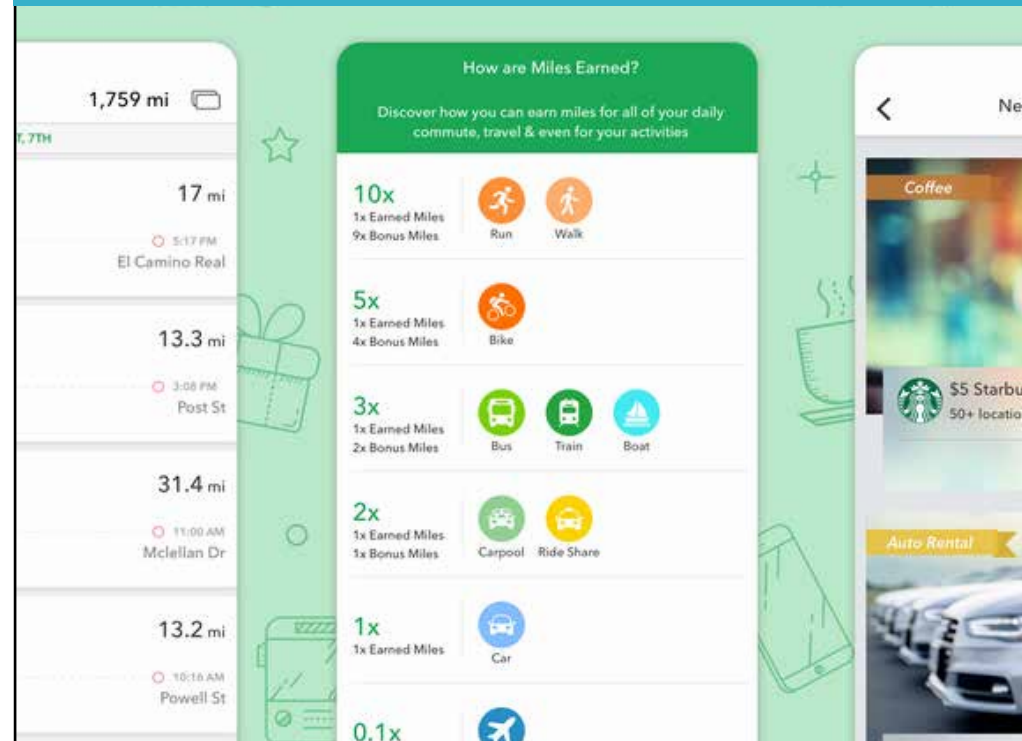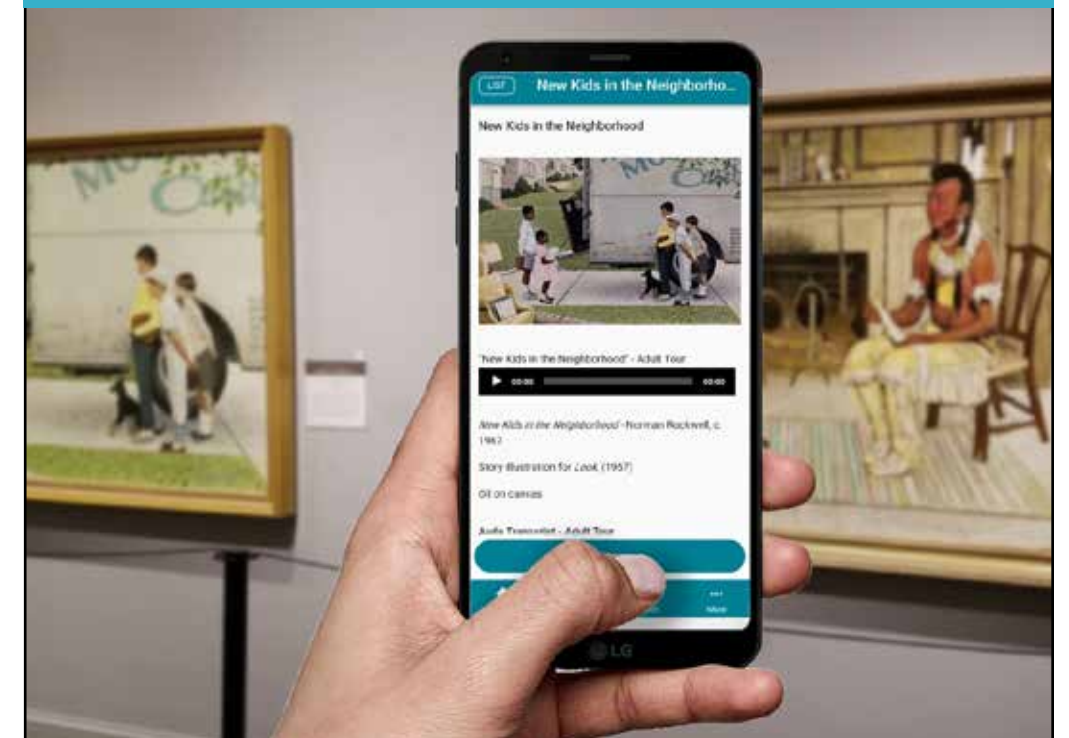

The Upside Travel app incentivizes users with discounts for sharing codes as well as free Starbucks gift cards when they travel.
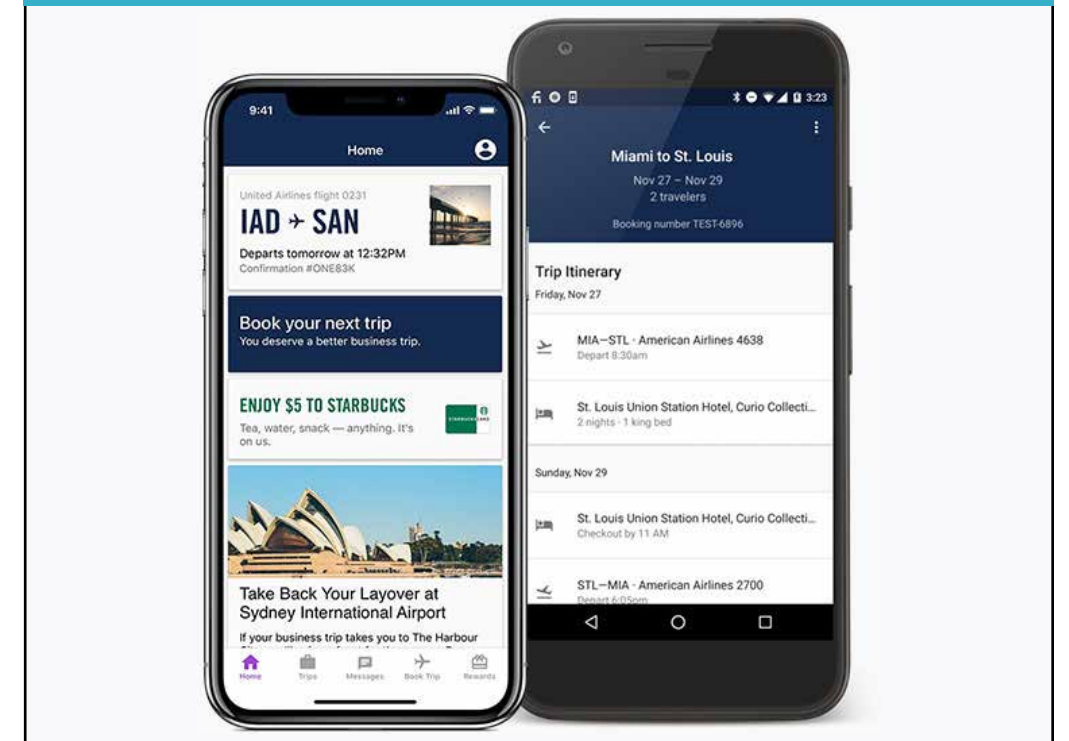
The VA app is location-based and allows users to search for local deals that are nearby.

The app at Metropolitan Museum of Art in New York allows users to scan a QR code to learn more about the artwork in front of them.

DEPARTURE

Provide direction back to the rail and bus transit centers, as well as transit information at major destinations with walk times.

• Partnerships with private businesses provide a mutually beneficial opportunity. Real-time information encourages shoppers to spend more time at businesses, increasing revenue and ridership at the same time.

Ala Moana Center is an excellent example of departure location and could include information about retail deals and hours.

This kiosk in New York City provides information at a glance about subway arrival times.

This TransitScreen provides subway and bus information at the CityPoint retail center in Brooklyn, New York.

This screen from the Redmon group provides updates for Metro and DASH arrivals at a retail center in Virginia.

The Rider Journey: Makana Goes to the Movies

Pre-Trip Planning

TheBus

Train

Navigate / Explore

Makana lives in Village Park, an area just mauka of Waipahu.

Makana is meeting his friends at Pearlridge Center in 'Aiea for a movie.

Makana uses TheBus app on his phone to find the quickest route. He sees he needs to take the bus from Village Park to Hikimoe Street and then get on the train at Pouhala Station.

Makana takes the 434 bus and arrives at Hikimoe Street Transit Center.

As he exits, he notices a post-mounted sign pointing him in the direction of Pouhala Station.

He heads towards the train station.

↑ Pouhala Station

POUHALA

When he arrives at the station entrance, a digital display confirms the next Ala Moana bound train is arriving in 5 minutes.

Perfect timing! He boards the train and makes his way to Kalauao Station.

To Kualaka'i
10 MIN

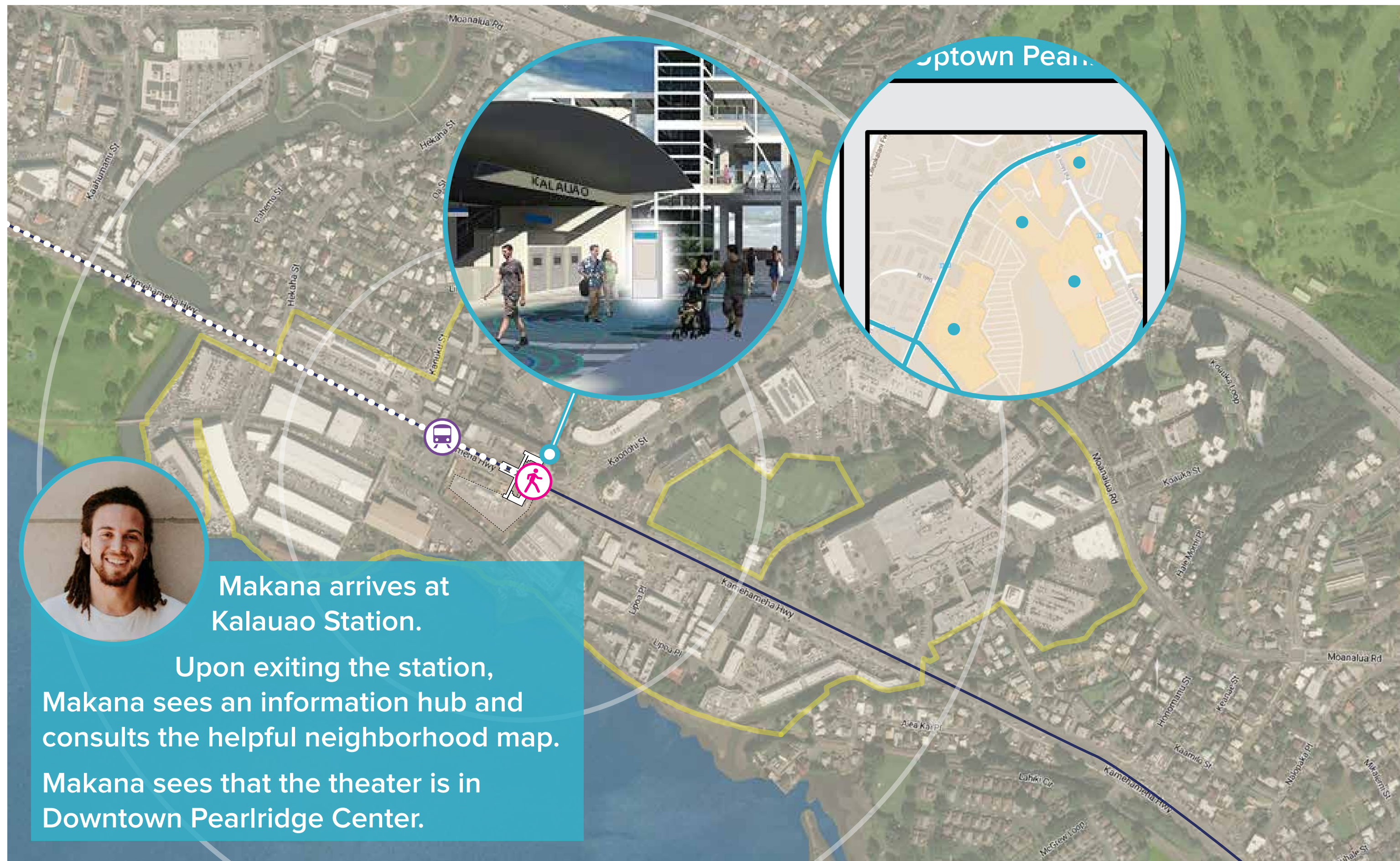To Ala Moana
5 MIN

While on the train, Makana sees a route map for the train.

Kulauao is only three stops away.

Oh! And the train goes to Hālawa, too! He'll remember that for the next UH game he attends.
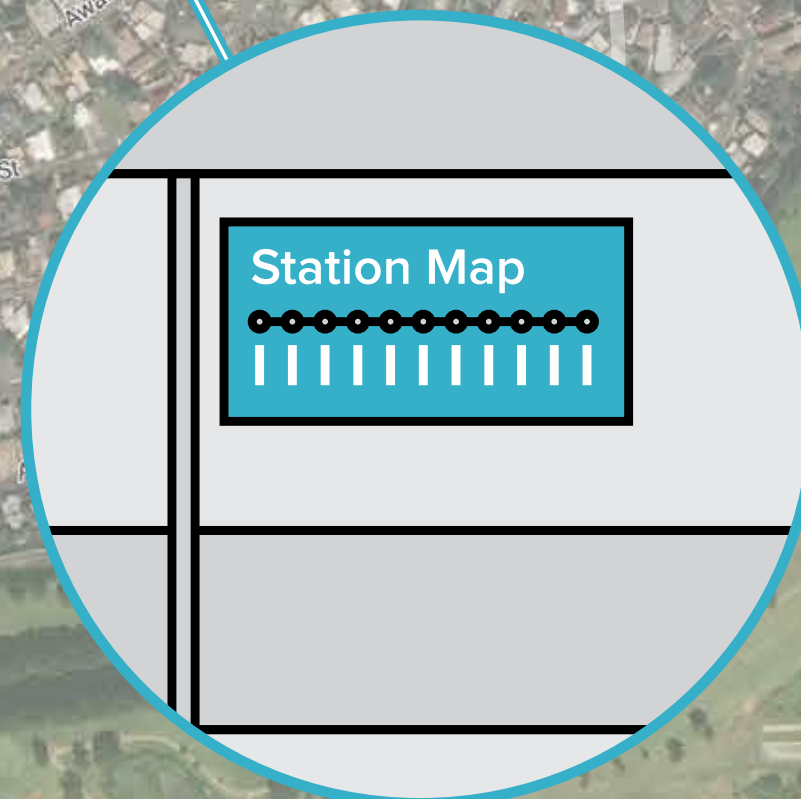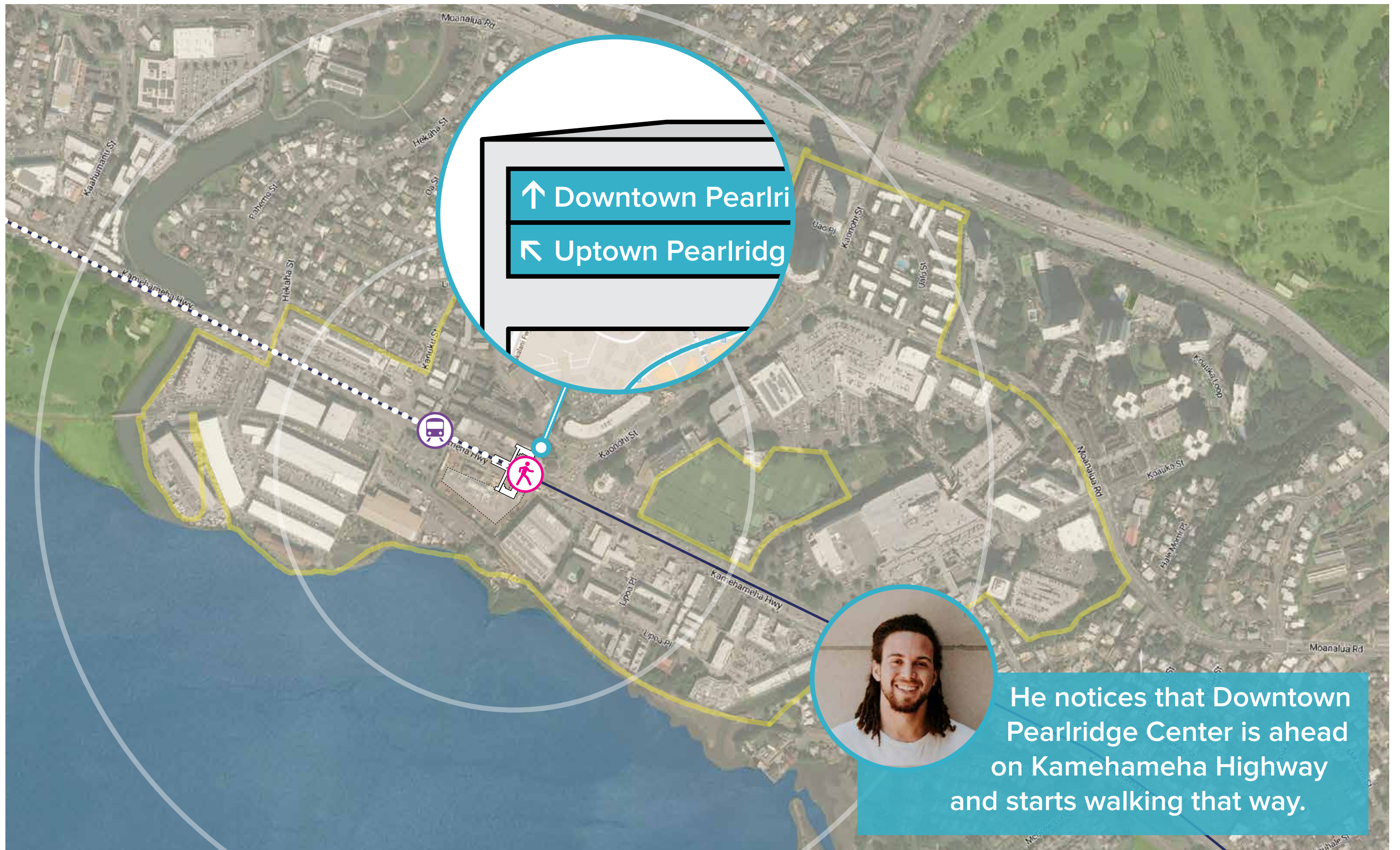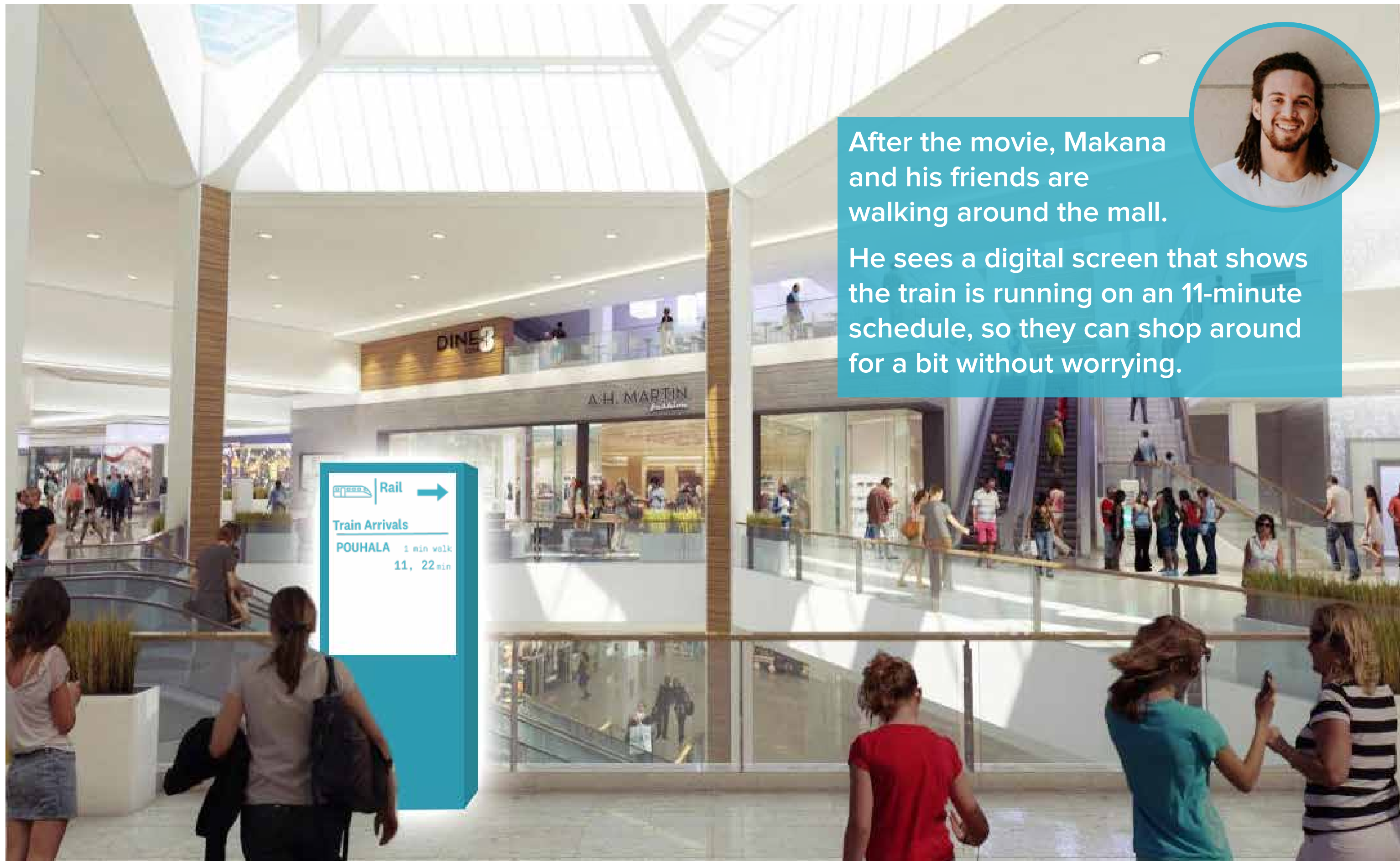
Station Map

Makana arrives at Kalauao Station.

Upon exiting the station, Makana sees an information hub and consults the helpful neighborhood map.

Makana sees that the theater is in Downtown Pearlridge Center.

↑ Downtown Pearlri

↖ Uptown Pearlridg

He notices that Downtown Pearlridge Center is ahead on Kamehameha Highway and starts walking that way.

Downtown Pearlridge Center

↑ **Pali Momi Medical Center**

← **Sumida Farm**

← **Downtown Pearlridge Center**

← **Pali Momi Medical Center**

Along the way, additional signs reassure him that he is traveling the right direction.

Makana finds the entrance to Pearlridge Center and meets his friends in time for the movie!
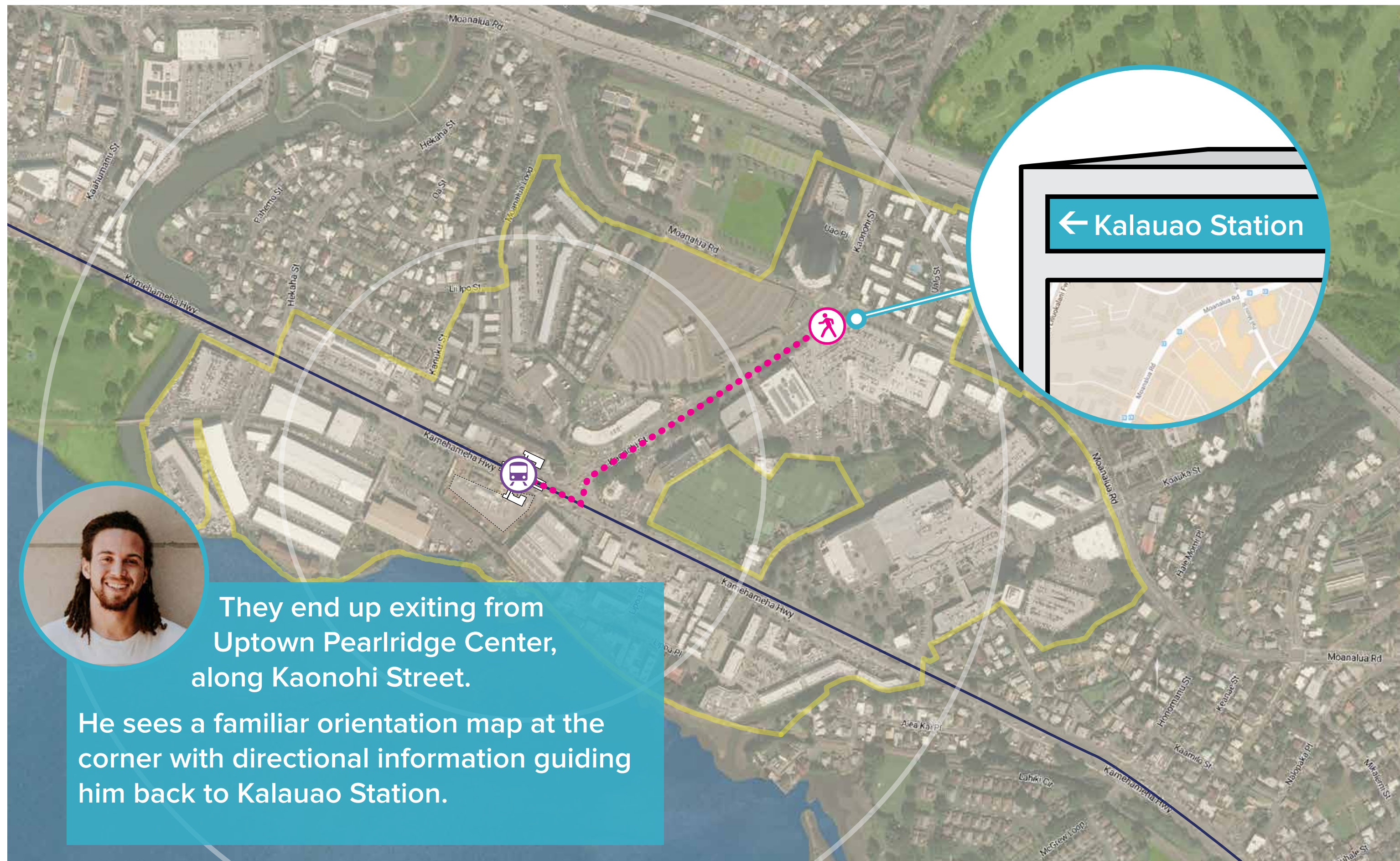
After the movie, Makana and his friends are walking around the mall.

He sees a digital screen that shows the train is running on an 11-minute schedule, so they can shop around for a bit without worrying.

Rail →

Train Arrivals

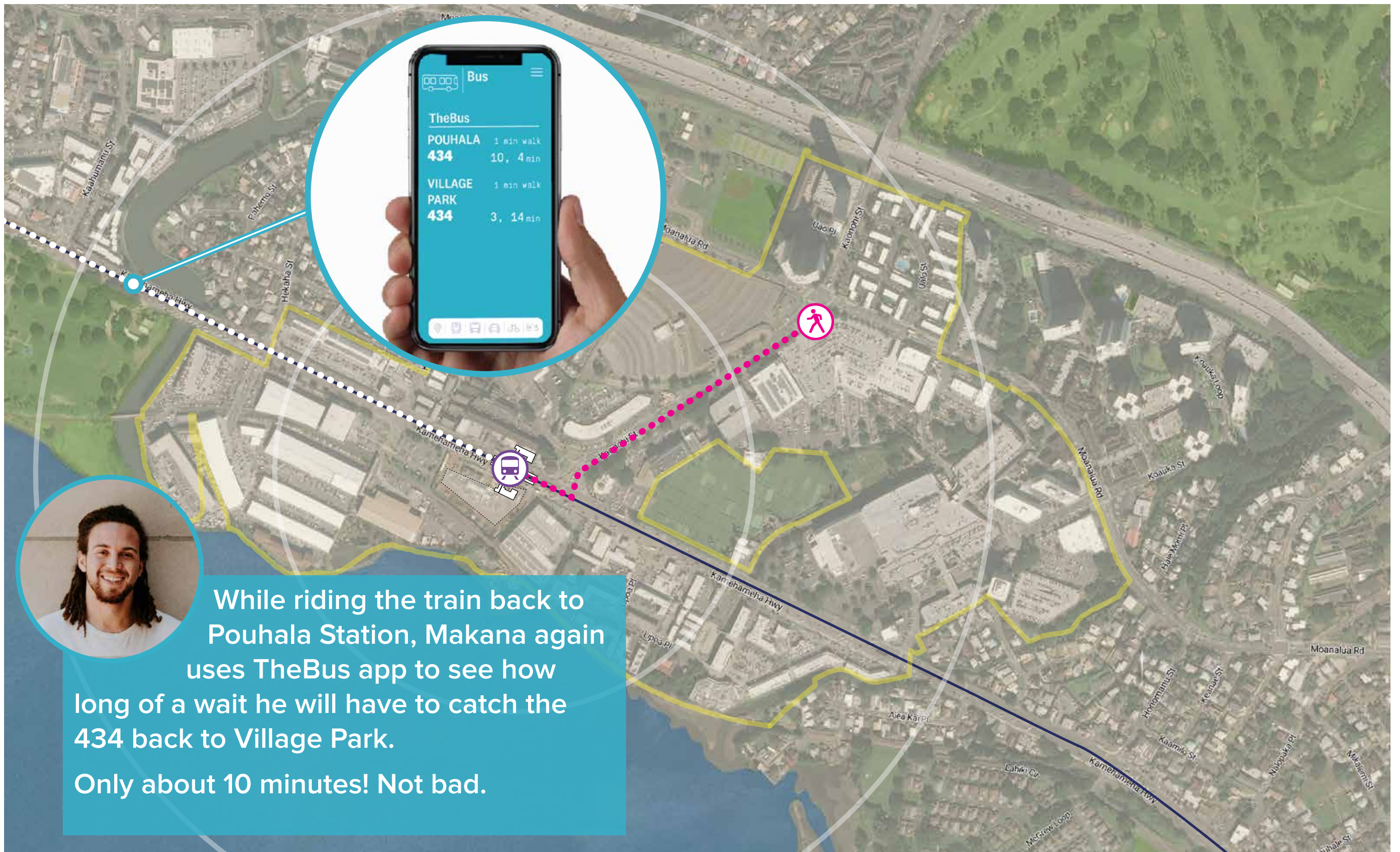POUHALA   1 min walk
          11, 22 min

← Kalauao Station

They end up exiting from Uptown Pearlridge Center, along Kaonohi Street.

He sees a familiar orientation map at the corner with directional information guiding him back to Kalauao Station.

Bus

TheBus

POUHALA 1 min walk
434   10, 4 min

**VILLAGE
PARK**   1 min walk
434   3, 14 min

While riding the train back to Pouhala Station, Makana again uses TheBus app to see how long of a wait he will have to catch the 434 back to Village Park.

Only about 10 minutes! Not bad.

Implementation

The roll-out of any single tool can only be successful if it creates a **complete path of travel:**

- Individual sign locations should only be installed if the information given does not need *additional* information to be functional

- A mobile app must include the basic pieces of information required to make a transit decision

CONSIDERING COMPLETE PATHS OF TRAVEL

Rail Station Connection to Neighborhood:
Kekaulike Street

1. Implement Information Hub at connection between (future) Chinatown Station and rest of neighborhood.

2. Update neighborhood map to include Chinatown Station and other neighborhood changes when station opens.

3. Incorporate / Update Chinatown directionals to reflect changes in neighborhood since Pilot Program implementation.

Transit Center Revitalization
Waipahu Transit Center

1. Install Kiss and Ride signage along Hikimoe Street for Pouhala Station.

2. Implement Information Hub at area connecting Hikimoe Street and station once station is open.

New Single-Block Development

1. Evaluate area for wayfinding opportunities.

2. Do not install on-street signage unless this project connects to another development project and both have wayfinding destinations.

MAHALO!